

REMARKS

Upon entry of the above-amendment, claims 1, 2, 6-9, 18-19, 22, 28, 31, 33-34, 36-37, 45-49 will have been amended. Accordingly, Applicant respectfully requests reconsideration and withdrawal of each of the outstanding rejections together with an indication of the allowability of all claims pending in the present application, in due course.

More specifically, Applicant has amended various of the claims to clarify that the identifying data is particular to and distinctly identifies each piece of information (e.g., selected information or reference data added information), as recited in the claims. In addition, the identifying data, as recited in the claims, is configured to enable access to registered information (but does not require such access). Further, Applicant submits that the above-mentioned features, as recited in the various combinations of the claims, are not disclosed or suggested by BARNETT and SCHOFF.

Rather, in BARNETT, the user specific data is not particular to each piece of information, but is particular to the user. Further, Applicant submits that information, which pertains to a set of coupons or coupons selected by the user, does not distinctly identify each piece of information, but appears to be used to collectively associate a set of coupons.

Furthermore, Applicant submits that SCHOFF is directed towards presenting supplemental interactive content alongside traditional broadcast programs (e.g., television shows and movies). SCHOFF, however, does not appear to disclose or suggest, inter alia, identifying data as recited in the claims.

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In view of the amendments and remarks presented herein, Applicant submits that each of the independent claims are in condition for allowance, as the combination of features are not disclosed or suggested by the applied references. Furthermore, the Applicant asserts that each of the dependent claims are allowable on their own merit, as well as because they depend either directly or indirectly from an independent claim which Applicant has shown to be allowable.

Therefore, it is respectfully submitted that all of the claims in the present application are clearly patentable over the references cited by the Examiner, either alone or in combination, and an indication to such effect is respectfully requested.

SUMMARY AND CONCLUSION

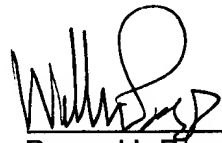
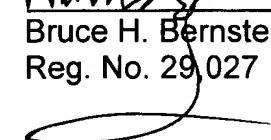
Applicant believes that the present application is in condition for allowance, and respectfully requests an indication to that effect. Applicant has amended the claims to enhance clarity and argued their allowability. Accordingly, reconsideration of the outstanding Official Action and allowance of the present application and all the recited claims therein are respectfully requested and now believed to be appropriate.

Any amendments to the claims which have been made in this amendment, and which have not been specifically noted to overcome a rejection based upon the prior art, should be considered to have been made for a purpose unrelated to patentability, and no estoppel should be deemed to attach thereto.

Should the Examiner have any questions, the Examiner is invited to contact the undersigned at the below-listed telephone number.

Respectfully submitted,
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